



WILLIAM T FUJIOKA
Chief Executive Officer

County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

April 2, 2013

REVISED

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

COUNTY FILM POLICY (ALL DISTRICTS AFFECTED) (3 VOTES)

SUBJECT

Recommendation to approve a policy as directed by the Board that supports filming activity in Los Angeles County, while balancing these objectives with the interests of communities and County government. The policy was approved by the Audit Committee on January 24, 2013.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and adopt a "County Filming Policy" with recommended revisions as indicated and effective upon Board approval, to promote the establishment of permit policies, regulations, and best practices that support filming activity in Los Angeles County, balancing these objectives with the interests of communities and County government.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On July 24, 2012, on motion of Supervisor Knabe, the Board directed the Chief Executive Office (CEO) to revise the County's current film practices in accordance with the recently revised California Film Commission's (CFC's) Model Film Ordinance (MFO), and review the accompanying suggested Best Practices for incorporation into the County's practices to the extent practicable. Consistent with the Board's direction,

Board of Supervisors
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First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

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the recommended Policy, with recommended revisions as indicated, supports filming activity and encourages the retention of filming industry in Los Angeles County, balancing the interests of communities and County government.

FISCAL IMPACT/FINANCING

There is no direct fiscal impact related to the recommended adoption of this Policy.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On May 1, 2012, the CFC adopted a revised statewide MFO and Best Practices based on extensive stakeholder outreach to the film industry and State and local governments.

On July 5, 2012, the Southern California Association of Governments' Regional Council unanimously moved to encourage its 191 member cities and six counties to adopt a version of the CFC MFO and Best Practices that fit their particular needs.

As noted above, on July 24, 2012, on motion of Supervisor Knabe, the Board directed the CEO to revise the County's current film practices in accordance with the revised CFC MFO and Best Practices for incorporation into the County's practices to the extent practicable.

On July 31, 2012, the CEO advised the Board that incorporating the CFC's MFO and Best Practices into the County's current practices via a Board Policy would be the best approach. The recommended approach effectively expresses the Board's support for facilitating the County's interaction with the filming industry, and encourages retention of this important economic industry.

On January 24, 2013, the County's Audit Committee approved recommended Policy for submission to the Board.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

This Policy will encourage and allow County departments to streamline, modify, and/or establish policies, regulation, and best practices in their operations to retain and encourage filming activity in Los Angeles County.

The Honorable Board of Supervisors
April 2, 2013
Page 3

Respectfully submitted,



WILLIAM T FUJIOKA
Chief Executive Officer

WTF:MKZ
FC:JR:ib

Attachment

c: Executive Office, Board of Supervisors
County Counsel
Auditor-Controller
Beaches and Harbors
Fire
Internal Services
Military and Veterans Affairs
Museum of Art
Music Center
Natural History Museum
Parks and Recreation
Public Health
Public Works
Regional Planning
County Commission on Local Government Services
Los Angeles Economic Development Corporation
FilmLA



Los Angeles County
BOARD OF SUPERVISORS POLICY MANUAL

Policy #:	Title:	Effective Date:
0.000	COUNTY FILMING POLICY	00/00/00

PURPOSE

To promote the establishment of permit policies, regulations, and best practices that increase or retain filming activity in Los Angeles County, while balancing the concerns of communities and County government.

REFERENCE

July 24, 2012 Board Order

July 31, 2012. Chief Executive Officer memorandum entitled: "California Film Commission's Model Film Ordinance And Best Practices"

POLICY

The County Board of Supervisors recognizes the economic importance of the filming industry to the region in terms of economic activity, tax revenue, jobs, and tourism. The following policies and procedures are adopted by the Board to retain and increase filming activities in Los Angeles County, while balancing the concerns of communities and county government.

I. DEFINITIONS:

- a. "Filming Activity" shall mean motion picture, television, and commercial still photography filming activities and include all activity attendant to staging or shooting commercial motion pictures, television shows or programs, commercials, and student films produced to satisfy a post-secondary school course requirement at an educational institution in any medium including film, tape or digital format.
- b. "Charitable filming activities" shall mean commercials, motion pictures, television, videotapes, digital recording or still photography produced by a nonprofit organization, which qualifies under Section 501(c)(3) of the Internal Revenue Code as a charitable organization. No person, directly or indirectly, shall receive a profit from the marketing and production of the film or from showing the films, tapes or photos.

- c. "News Media filming activities" shall mean the photographing, filming or videotaping for the purpose of spontaneous, unplanned television news broadcast or reporting for print media by reporters, photographers or camerapersons.
- d. "Studio filming activities" shall be those filming activities described above that take place in a fixed place of business certified as such by local fire authority having jurisdiction.
- e. "Personal/Family filming activities" shall be those recording activities of visual images (motion or still photography) solely for private personal use, and not for commercial use.

II. PERMITS AND EXEMPTIONS:

- a. Permit required: No person shall use any public or private property, facility or residence in the County's unincorporated areas for the purpose of Filming Activity without first applying for and receiving a permit from the County.
 - 1) Exemptions: The permit requirements described above shall not apply to News Media filming activities, Studio filming activities, and Personal/Family filming activities.

III. RULES AND REGULATIONS:

- a. Rules: The County will promulgate rules and regulations, subject to approval by resolution of the Board, governing the form, time and location of any film activity set forth within the County. The County shall also provide for the issuance of permits. The rules and regulations may be based upon the following criteria:
 - 1) The health and safety of all persons;
 - 2) Mitigation of disruption to all persons within the affected area;
 - 3) The safety of property within the County; and
 - 4) Traffic congestion at particular locations within the County.

IV. APPLICANTS AND ISSUANCE:

- a. Issuing Authority: the issuing authority shall be the County.
- b. Applications: The following information may be included in the application:
 - 1) The specific location at such address or place;
 - 2) The inclusive hours and dates such filming activity will occur;
 - 3) A general statement of the character or nature of the proposed filming activity;
 - 4) The name, address, email address, and telephone number of the person or persons in charge of such filming activity;
 - 5) The exact number of personnel to be involved on-site;
 - 6) A description of the activities that may cause public alarm such as the use of any animals, gunfire, pyrotechnics, or helicopter activity; and
 - 7) The exact number and type of vehicles, and amount and type of equipment, to be used for the filming activities, along with a parking plan.

- c. Fee Schedule: The County shall adopt a fee schedule.
- d. Reimbursement for Personnel: The production company shall reimburse the County for any personnel provided to the company (e.g., police, fire, traffic) for the purpose of assisting the production.
- e. Change of Date: Upon the request of the applicant, the issuing authority shall have the power, upon a showing of good cause, to change the date for which the permit has been issued, provided established limitations are complied with in respect to time and location.

V. INDEMNIFICATION AND INSURANCE PROVISIONS

- a. Indemnification: Permittee shall indemnify defend and hold harmless the County, its special districts, elected and appointed officers, employees, agents and volunteers ("County Indemnitees") from and against any and all liability, including but not limited to demands, claims, actions, fees, cost and expenses (including attorney and expert witness fees), arising from and /or related to the permit, except for such loss or damage from the sole negligence or willful misconduct of the County Indemnitees.
- b. Insurance: The permit shall not be effective until permittee has submitted satisfactory evidence of general liability insurance, workers' compensation insurance, automobile insurance and employers' liability insurance conforming to the requirements of the County. The type, coverage, policy limits and other conditions of insurance shall be that required by the County at the time the permit is issued, unless a different type, coverage, policy limits and other conditions of insurance are specified in the permit.

VI. VIOLATION:

If an applicant violates any provisions of this Policy or a permit issued pursuant thereto, the County may provide the applicant with verbal or written notice of such violation. If the applicant fails to correct the violation, the County may revoke the permit and all activity must cease.

VII. GUIDELINES AND BEST PRACTICES FOR FILMING ACTIVITIES

- a. Timely issuance of film permits: An applicant will be required to submit a complete and accurate permit request at least three five business days prior to the date on which such person desires to conduct an activity for which a permit is required. Incomplete and/or inaccurate applications will require additional processing time. If such activity interferes with traffic or involves potential public safety hazards, an application with Traffic Control Plans may be required at least 10 business days in advance.
- b. Standard hours for film activities: 7:00 a.m. – 10:00 p.m. for residential zones.
- c. Reasonable permit fees: Permit fees shall be established at reasonable rates consistent with fees charged by similar surrounding jurisdictions and stay within those limits. If appropriate, the Board of Supervisors may reduce permit fees for accredited student or charitable productions.

- d. Business license waiver: Business license shall not be required for temporary filming activities.
- e. County liaison: The County will have a liaison for coordinating permits who will have the authority to make decisions as the community representative prior to and during filming. The liaison should be aware of any previous film production within the community and remain sensitive to local citizens' concerns.
- f. Centralized filming website: A centralized filming website accessible on the internet clearly listing all County film regulations, permit and insurance requirements, fee schedules and liaison contact information should be created and maintained.
- g. Notification: All residents and merchants within a 500 feet radius of the film location must receive notice of filming dates, times, location address and production company contact at least 24 hours prior to the first film activity. When parking production vehicles on a public street, residents and merchants impacted by the parking must receive notice at least 24 hours prior to the arrival of the vehicles.
- h. Surveys: Require a survey of affected residents and/or businesses within a 300 ~~500~~ ft. radius when the filming includes extraordinary activities such as full street closure, requests to film beyond the standard hours, and requests to film for extended periods of time.
- i. Clean up: The permittee shall conduct operations in an orderly fashion with continuous attention to the storage of equipment not in use and the cleanup of trash and debris. The area used shall be cleaned of trash and debris upon completion of filming activity ~~shooting~~ at the scene and restored to the original condition before leaving the site.
- j. Filming on Private Property: An applicant is required to obtain the property owner's permission, consent, and/or lease for use of property not owned or controlled by the County.
- k. Flood Control (if applicable): When filming in a flood control channel, an applicant must vacate channel when permit indicates because of water releases. When filming in or on flood control properties, the Flood Control District must be named as an additional insured.
- l. Public Works Department (Road and Streets): If the applicant must park equipment, trucks, and/or cars in zones that does not permit it, temporary "No Parking" signs must be posted with approval of the local authority. The applicant must also obtain permission to lay and safely mat cable across sidewalks, or from generator to service point.

- m. Traffic Control: For filming that would impair traffic flow, an applicant must use California Highway Patrol (CHP), County Sheriff or local law enforcement personnel as appropriate to the locality and comply with all traffic control requirements deemed necessary.
- 1) An applicant shall furnish and install advance warning signs and any other traffic control devices in conformance with the California Manual on Uniform Traffic Control Devices (California MUTCD), current edition. All appropriate safety precautions must be taken.
 - 2) For any lane closure, the period of time that traffic may be restricted will be determined by the County, based on traffic volumes for location and time of day.
 - 3) Any emergency roadwork or construction by County crews and/or private contractors, under permit or contract to the appropriate department, shall have priority over filming activities.
- n. Municipal Parking Lots: When parking in a municipal parking lot, an applicant may be billed according to the current rate schedule established by the County. In order to assure the safety of citizens in the surrounding community, access roads to beaches, which serve as emergency service roads, must never be blocked. No relocation, alteration, or moving of beach structures will be permitted without prior approval.

RESPONSIBLE DEPARTMENT

Chief Executive Office

DATE ISSUED/SUNSET DATE

Issue Date: October 15, 2012

Sunset Date: October 14, 2016



WILLIAM T FUJIOKA
Chief Executive Officer

County of Los Angeles
CHIEF EXECUTIVE OFFICE

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Second District

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Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

March 19, 2013

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF GRAND PARK'S
RENTAL RATES FOR FILMING AND EVENTS
(FIRST DISTRICT)
(3 VOTES)**

SUBJECT

Approval of the recommended actions will lower the current filming rental rates and retain the current event rates at Grand Park.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve the revised Filming Rental Rates at Grand Park, administered by the Performing Arts Center of Los Angeles County, pursuant to the Maintenance, Operating, and Programming Agreement between the County of Los Angeles and the Performing Arts Center of Los Angeles County.
2. Authorize the Chief Executive Officer, or his designee, to review and revise, as needed, the Filming and Event Rental Rates at Grand Park.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of the recommended actions will significantly reduce the current filming rental rates and allow the Performing Arts Center of Los Angeles County (Music Center) to administer the revised rates, to be re-evaluated by the Chief Executive Officer (CEO), and revised as needed.

Background

On May 29, 2012, the Board authorized the CEO to execute the Maintenance, Operating, and Programming Agreement (Agreement) with the Music Center for the programming, operations, and maintenance of Grand Park (Park).

Beginning July 2012, the Park began a phased opening of each block, and it was fully open to the public in October 2012. The Park is designed to serve as an active, welcoming setting for daily activities and to create a civic gathering place for the community with cultural and ethnic celebrations, festivals, holiday events, political gatherings and the like.

The Park spans four separate blocks each with its own unique characteristics. The County and Music Center are committed to an open, inclusive, welcoming, safe, and enjoyable Park for the benefit of all. The County's and the Park's objective is to ensure that the Park is available and accessible to the public. The challenge is finding a balance between events and filming rentals, for the Park to be utilized as a Park first and foremost for the community to enjoy.

Grand Park is a newly developed County asset, and staff continues to learn the nuances and public usage patterns of the Park. The first six months of Park operations achieved over 19,000 people in attendance, over three million tv/radio clips, and over 18 million print/online impressions. The Park Director and staff have over 53 programming partnerships including, Cirque de Soleil, Grand Performances, Dizzy Feet Foundation, Gloria Kaufman Presents Dance, and Active Arts.

In August 2012, the CEO received the filming and event rental rates from the Park Director, to be administered by the Music Center pursuant to Section 24 of the Agreement. On September 21, 2012, the CEO submitted a memo to the Board establishing the Park's filming and event rental rates, taking effect on October 1, 2012.

The Park's current filming and event rental rate structure is described below:

- A. Film location rental fees are \$20,000 per block;
- B. Photography location rental rates are at \$5,500 per block; and
- C. Event space rentals are categorized by corporate and commercial rates, non-profit and individual rates, and preferred rates that are offered to government agencies, producing partners, and Music Center and resident companies. Event space rentals range from \$750 to \$25,000 depending on the size and location of the event.

Film Industry Outreach

In October 2012, the Board requested that the CEO review the Park's filming and event rental rates, including photography location rentals. From October 2012 to February 2013, CEO staff, the Park Director, and the Music Center presented revised rental rates to the Grand Park Advisory Board and met with representatives from the Film Industry (Warner Brothers, Teamster Local 399, CBS TV, and Motion Picture Association of America), FilmL.A., California Film Commission, and other County departments to discuss the rental rates at the Park. Alternative rate structures were discussed such as \$400 per day, \$5,000 per block, or \$6,400 for the entire Park, as well as other filming-friendly options.

At the February 14, 2013, Grand Park Advisory Board (Advisory Board) public meeting, the Park Director presented the attached proposed revised film rental rates which have been reduced by at least 74 percent from the current rates. Representatives from the Film Industry, Film L.A., California

Film Commission, and representatives from Councilman Eric Garcetti's office testified that although the revised filming rental fees have significantly been reduced, the proposed revised filming rental rates continue to be excessive. The film representatives believe that film rates should be for the entire Park, and more in line with other County owned and operated facilities. Film representatives also indicated that the inclusion of the Park in films will further advance the viability and marketing of this new County-owned asset.

In addition, the State representative testified that the State's facilities do not charge for film rentals, however, the State does charge the film company for actual staff costs incurred. Further, the State representative suggested that the film rental rates should be set at \$0, similar to City and State properties to encourage job creation.

The Advisory Board members and the film industry representatives continued to discuss in depth how to address a balance between Park activities and programming with filming and event rentals that allow the Park to achieve its objectives as public open space. The film representatives stated that their request of the Park as a film location would not impact Park programming, and further confirmed the understanding that Park programming and activities would be the first priority of Park operations. The Advisory Board members further asked the film representatives, specifically Film LA, to work together with the Park Director and the CEO to develop Park filming guidelines and procedures.

The Advisory Board members advised the public in attendance that their role is to advise the Board of Supervisors on Park programming and policies and would communicate the public testimony received. The Advisory Board members directed the CEO to file the board letter so as not to incur any further delay in addressing the current film rates. A recommendation to amend the attached CEO's and Park Director's revised film rental rates to \$0 for film rentals for a six-month pilot program at the time the Board letter is on the Board of Supervisors agenda was discussed. At the completion of the six-month pilot program, the Park's film and commercial activity, as well as budgetary costs incurred, will be reviewed and rates and or procedures will be revised as necessary to address achieving the County's first priority of public enjoyment at the Park.

Proposed Revised Filming and Related Rental Rates

The proposed revised film rental rate structure captures the unique cityscape surroundings, expansive views of City Hall, and its flexible use. Dependent on date, time, and location, the proposed revised filming rental rates at the Park will be decreased by this action by at least 74 percent for filming locations, and at least 27 percent for commercial photography locations (Attachment I) from the current rates. Event space rentals remain the same.

The proposed filming rental rates are summarized below:

- A. Filming location rental rates range from \$1,920 to \$5,120 depending on the block selected, with a maximum cost of \$12,000 for all blocks during off peak hours; and
- B. Photography location rental rates range from \$800 to \$4,000, depending on commercial or non-commercial use.

Further, a 30 percent security deposit will be required to be paid one week in advance of the scheduled film or photography event to assure payment of Park costs incurred for security, site management, utilities, and any costs associated for the replacement of Park amenities or site damage incurred by the film or photography company or associated concessionaires.

Similar Facilities

Most County-owned facilities, including parks and beaches, charge a facility use fee for filming of \$400 per day, while non-profit organizations operating County-owned facilities have facility use rate for filming ranging from \$1,500 to \$17,000 per day. County owned facilities similar to the Park like the South Coast Botanic Gardens, Descanso Gardens, and Virginia Robinson Gardens, each managed by a separate non-profit organization, have filming rental rates ranging from \$1,500 to \$6,400 per day.

Review of non-County facilities that have similar or unique contributions to filming locations include the Griffith Observatory, owned and operated by the City of Los Angeles Department of Recreation and Parks, and The Huntington Library, Art Collections, and Botanical Gardens, a private non-profit institution. Fees for filming at the Griffith Observatory begin at \$10,000 for the exterior of the building only, while commercial still photography is set at \$2,000. The Huntington Library set their filming fees at \$11,000 per day.

It is recommended that the Board approve the revised filming and related rental rates and instruct the CEO and Park Director to review rental activity and report back in six months. The CEO may review and revise, as needed, the Filming and Event Rental Rates at Grand Park.

Implementation of Strategic Plan Goals

Approval of the proposed rates will be consistent with the County's Strategic Plan Goal of Fiscal Sustainability (Goal 2) by coordinating with public and private entities resulting in reasonable rates.

FISCAL IMPACT/FINANCING

In accordance with Section 24 of the Grand Park Maintenance, Operating, Programming Agreement between the County and Performing Arts Center of Los Angeles County, the revenue collected from filming and event rentals will be deposited to the Grand Park Operating Budget (Organization Number 28200) to be allocated for programming. In addition, Park staff will provide filming and event rental information in their annual report to the CEO detailing the frequency, total number, and revenue generated from filming and event rentals.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The County is authorized by the provisions of Government Code Section 26227 to contract with a non-profit corporation to operate programs to meet the social needs of the County which the Board of Supervisors determines to be in the best interest of the County and the general public.

The Maintenance, Operating, and Programming Agreement between the County of Los Angeles and the Music Center provides for the Music Center, as the operator, to perform the County's obligations to provide the following services: maintenance, housekeeping, security, public programming, supervision of all permitted uses, and the operations of the Park.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

No impact on current services.

CONCLUSION

Please return one adopted copy of this Board letter to the Chief Executive Office, Capital Projects Division.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "W. T. Fujioka", followed by a small "for" written below it.

WILLIAM T FUJIOKA

Chief Executive Officer

WTF:RLR:DJT

DKM:CF:mda

Enclosures

c: Executive Office, Board of Supervisors
County Counsel
Grand Park Advisory Board
Grand Park
Performing Arts Center of Los Angeles County

Grand Park Film/Photography Location Rental Rates

Current Rates	as of 10/01/2012				
Type of Shoot	Rate per block				
Film	\$ 20,000				
Photography	\$ 5,500				
Proposed Film Location Rental Rates (14 hours)					
Space	April - October		November- March		4 Hours Anytime*
	9am-9pm	9pm-9am	9am-9pm	9pm-9am	
Blocks 1 and 2**	\$ 6,400	\$ 5,120	\$ 5,760	\$ 5,120	\$ 2,240
Block 1	\$ 5,120	\$ 4,096	\$ 4,608	\$ 4,096	\$ 1,792
Block 2	\$ 3,000	\$ 2,400	\$ 2,700	\$ 2,400	\$ 1,050
Block 3	\$ 2,400	\$ 1,920	\$ 2,160	\$ 1,920	\$ 840
Block 4	\$ 4,500	\$ 3,600	\$ 4,050	\$ 3,600	\$ 1,575
All Blocks***		\$ 12,000	\$ -	\$ 12,000	\$ -
Proposed Photography Location Rental Rates (6 hours)					
Space	April - October		November- March		2 Hours Anytime
	9am-9pm	9pm-9am	9am-9pm	9pm-9am	
Commercial					
Block 1	\$ 4,000	\$ 3,200	\$ 3,600	\$ 3,200	\$ 1,400
Block 2	\$ 2,000	\$ 1,600	\$ 1,800	\$ 1,600	\$ 700
Block 3	\$ 2,000	\$ 1,600	\$ 1,800	\$ 1,600	\$ 700
Block 4	\$ 2,000	\$ 1,600	\$ 1,800	\$ 1,600	\$ 700
Non - Commercial					
Block 1	\$ 2,000	\$ 1,600	\$ 1,800	\$ 1,600	\$ 700
Block 2	\$ 1,000	\$ 800	\$ 900	\$ 800	\$ 350
Block 3	\$ 1,000	\$ 800	\$ 900	\$ 800	\$ 350
Block 4	\$ 1,000	\$ 800	\$ 900	\$ 800	\$ 350

* 4 Hours Anytime is reserved for small film shoots

**Blocks 1 and 2 are treated as one rental. Rate applies to both blocks and cannot be separated.

***All Blocks are treated as one rental for up to 14 hours. Rate applies to all blocks, and cannot be separated.

Film/Photo Shoot Rate Assumptions

1. All location space rentals are subject to availability.
2. Additional time will incur additional charges.
3. Thirty percent security deposit is required.
4. Mandatory: Site Manager, Security, and Union Call charges (if applicable) are an additional cost.
5. Add-on charges: Housekeeping, Usher staff, Engineering, and Fountain Operation will apply on a case-by case basis.
6. Special circumstances may be considered.

GRAND PARK EVENT RENTAL RATES

EVENT SPACE RENTAL RATES			
Space*	Corporate & Commercial Rates	Non-Profit & Individual Rates	Preferred Rates**
Overlook Plaza	\$2,000 - 5,000	\$1,000	\$750
Fountain Plaza	N/A	N/A	N/A
Olive Court	\$2,000 - 5,000	\$1,000	\$750
Performance Lawn***	\$5,000 - 8,000	\$2,500	\$1,000
Community Terrace	\$2,000 - 5,000	\$1,000	\$750
Event Lawn***	\$15,000 - 25,000	\$5,000	\$2,500

* Smaller spaces not included on this list may be available for rent

** Preferred Rates are offered to Government Agencies, Producing Partners, and Music Center/Resident Companies

***10% of gross ticket sales, but not less than the rental rate amount indicated, and exclusive of facility users fee, if applicable

MOTION BY SUPERVISORS MICHAEL D. ANTONOVICH AND
DON KNABE

MARCH 26, 2013

AMENDMENT TO ITEM #16

In October 2012, the Board of Supervisors requested that the Chief Executive Officer (CEO) meet with the film industry and others to review the recently implemented filming fees for Grand Park with the purpose of promoting a more film friendly fee structure, given that the current rates are \$20,000 a day per block.

While these meetings have resulted in the CEO proposing significantly reduced rates for filming and still photography in Grand Park, input from the film industry is that the rate reductions, while significant from their high starting point, are still too high, especially given the untested market for filming at Grand Park. While the Huntington Library and Griffith Observatory were used as benchmarks for the CEO's new proposed fees, these are long established icons, in part, because filming has promoted them as such.

To help establish Grand Park as an icon for the County and City of Los Angeles and to promote a more film friendly fee structure and the economic benefits that come with it, at its meeting of February 14, 2013, the Grand Park Advisory Board recommended that the Board of Supervisors adopt a six-month pilot program that charged \$0 fees, other than cost recovery for staff time, security, and other required services, for filming activities at Grand Park.

The Advisory Board's recommendation is based on several factors:

- The State of California and the City of Los Angeles currently do not charge to film at State and City facilities.
- The County's own current rate to film at County operated facilities is a negligible \$800 per day.

- M O R E -

MOTION

MOLINA _____

YAROSLAVSKY _____

KNABE _____

ANTONOVICH _____

RIDLEY-THOMAS _____

- It was agreed that use of the Park for film activities will not impact Park programming, and Park activities will remain the first priority of park operations.
- Film industry representatives will work with the Park Director and the CEO to develop filming guidelines and procedures.
- Use of the Park for filming at appropriate times will help promote the Park as a destination and as an iconic part of downtown Los Angeles.

WE, THEREFORE, MOVE that the Board of Supervisors direct the Chief Executive Officer to do the following:

- 1) Eliminate the film rental rates for Grand Park to \$0, not including staff and other required costs, for a six-month pilot program to establish the market for filming at Grand Park;
- 2) Direct CEO staff and the Park Director to work with film industry representatives to develop filming guidelines and procedures so that filming does not impact Park programming and that Park activities will remain the first priority of Park operations; and
- 3) Report back to the Board at the completion of the six-month pilot program, and after a full review by the Grand Park Advisory Board, on the Park's film and commercial activity, as well as budgetary costs incurred, and review whether the rates and/or procedures should be revised as necessary to ensure the County's first priority of public enjoyment at the Park.

#